



# Duty Statement

<b>Organization</b>	<b>Name</b>
CNRA	
<b>Position Number</b>	<b>Effective Date</b>
534-001-4800-009	
<b>Classification Title</b>	<b>Working Title</b>
Staff Services Manager I (Specialist)	Communications Manager
<b>CBID</b>	<b>Supervisor</b>
S01	Jenn Eckerle

## Position Description

Under the close supervision of the Ocean Protection Council's (OPC) Environmental Program Manager I (EPM I) (Supervisory) and working with the Executive Director and other technical and administrative staff, the Communications Manager serves as a nonsupervisory staff specialist performing the most difficult and sensitive work and is responsible for leading communications and community outreach efforts to elevate the work of the Council and the State. The incumbent is also responsible for increasing equitable engagement on efforts to protect California's coast and ocean and supporting implementation of the OPC's mission and strategic plan priorities, as well as the California Natural Resources Agency's (CNRA) policy initiatives.

## Position Category

This position is categorized as Remote-Centered. The position's job duties can be performed while teleworking 50% or more of the time within a work month from an alternate work location. The position incumbent can telework with a management approved telework agreement and schedule.

## Essential Job Functions

Position requires incumbent to balance concurrent assignments and complete assigned projects and tasks on time at a level commensurate with the classification. Satisfactory job performance is required to maintain teleworking job agreement.

### \*45% Communications

- Develop and implement a strategic communications plan for OPC.
- Align communications across all OPC program priorities.
- Lead all communications efforts (social and earned media, web-based communications, etc.) to elevate relevant science and the work of the Council, OPC's Science Advisory Team, and staff, including development of communication plans, website content, blog posts, talking points, fact sheets, media advisories, press releases, listserv emails, State of the Ocean Annual Reports, and the development of an Ocean Health report card and dashboard.

in close coordination with OPC's Executive Director, Deputy Director, program staff and OPC's communications contractor.

- Ensure translation and/or transcreation of communication products, reports, and policy documents to increase language access to Council efforts.
- Establish and maintain relationships with reporters and journalists at California and national media outlets. Pitch stories and respond to media inquiries directly or route questions/requests for interviews to appropriate OPC leadership or staff.
- Work with CNRA's Deputy Secretary for Communications to elevate and disseminate communications efforts across OPC and CNRA platforms and networks.
- Publicize OPC job and internship opportunities and strengthen candidate pool by maximizing reach to individuals from a broad range of identities and experiences.
- Prepare staff reports, recommendations, and presentations for OPC Council meetings, as needed.

#### \*30% Contract and Grant Management

- Manage all communications-related grants and contracts.
- Develop innovative opportunities for contracts and grants for projects that advance the goals and mission of OPC.
- Seek opportunities to leverage additional funds and expertise for synergistic purposes.
- Ensure compliance with the terms of contracts and grants.
- Review and evaluate achievements associated with the contracts and grants.
- Coordinate with technical and administrative support.
- Ensure timely completion of project objectives and required deliverables.

#### \*20% Community Engagement

- Establish and maintain strong relationships with Tribal communities, environmental justice leaders, community-based organizations, scientists, fishermen, non-governmental organizations, philanthropy, and other partners.
- Plan and conduct community engagement and outreach events, webinars, listening sessions, etc., to increase equitable engagement in OPC's work, solicit input to improve inclusion and effectiveness, and raise awareness of OPC-led initiatives, calls for proposals, and funded projects.
- Present OPC accomplishments and strategic priorities at hearings, public meetings and other venues.



## Duty Statement

- Prepare various reports and correspondence.

5% Other related duties as necessary and assigned

***\*These are the essential functions for this position. Essential functions are those functions that the individual who holds the position must be able to perform unaided or with the assistance of a reasonable accommodation.***

All employees are responsible for contributing to an inclusive, safe, and secure work environment that values diverse cultures, perspectives, and experiences, and is free from discrimination.

Employee  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Supervisor  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_